



June 9, 1995

To: All Division Managers

Subject: Big V ShopRite  
CID# 1157-00-00

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MIKE WASHO  
Chain Accounts ManagerHartfield Executive Park  
1 Hartfield Blvd.  
Mail Box #3, Suite 102  
East Windsor, CT 06088  
203-623-6060  
Fax 203-623-5993

Dear Managers;

Beginning June 22nd, and continuing through July 15th, 1995. Big V ShopRite will be offering a price reduction on all styles of Winston as follows:

CTNS	\$1.50 off
PACKS	\$ .25¢ off

Big V's scanning system has been set to automatically change the normal retail of Winston on the dates specified above. Our sales representatives responsibility will be to place supporting POS on RJR Merchandisers and ensure sufficient product is available. The supporting POS to be used is our 19 inch canopy card (special offer item # 462921) for carton fixtures and our 24" package merchandising card (special offer item # 462912) for package fixtures. The price to be used on these pieces should be the promoted retail price, which reflects the price reduction.

Please ask your representatives to visit their Big V ShopRites on or about June 18th, 1995 to place POS, pack out our display sections, and insure sufficient inventory is available to support this promotion.

Should you have any questions regarding this promotion, please don't hesitate to contact my office.

Sincerely,

*Mike*  
M. P. Washo  
/ok

"We work for smokers."

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